

# RJ REYNOLDS

TOBACCO COMPANY

# COPY

S. R. MacLEOD  
Region Operations Mgr

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(716) 634-9232  
Fax (716) 634-3145

April 2, 1997

RJR Account #026040

Mr. F. Attea  
M. ATTEA & BROS.

## MAY CAMEL B2GF LIGHTER / PROMOTION #700033

Dear Frank:

Regular *CAMEL* product has been ordered (see quantities listed below), as well as **10** SKUs of Camel Lighters (Item #523154) to pack and ship the above promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

<u>UPC #</u>	<u>CAMEL STYLE</u>	<u>#/ (12M)</u>	<u>Cases</u>
12300-10312	Filter Box	1	
12300-10712	Light Box	1	

Product / Premium Arrival: **April 21, 1997**

Ship Date to Retail: **Week of: April 28, 1997**

Lighters: (Item #523154)

SKU CUBE: **1.1570**

SKU WT (w/o Product): **6.8500 lbs**

Retail Sales Offer per Sku: **20 units**

Billing per Sku: **4 Full Price Cartons**

EFT \$ Amount: **\$1,418.34**

Non-EFT \$ Amount: **\$N/A**

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B2GPF

M. ATTEA & BROS.

**Promotion Description:** Utilize self-contained shipper. Shipper contains 20 B2GF Camel Lighter sleeves. Two packs of the same brand should be loaded into each sleeve; four cartons per Display. *Two (2) Cartons each: Camel Filter Box / Camel Light Box.* Consumer purchases two (2) packs of Camel and receives a free Camel Lighter.

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED RETAIL CUSTOMER LIST.  
SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'**

Attached is a list of accounts authorized to receive packed displays. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$28.00 (1 (12M) case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610  
/jc  
cc: C. Alessandra

**Note to RJR Manager:**  
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-CAMLTR.DOC

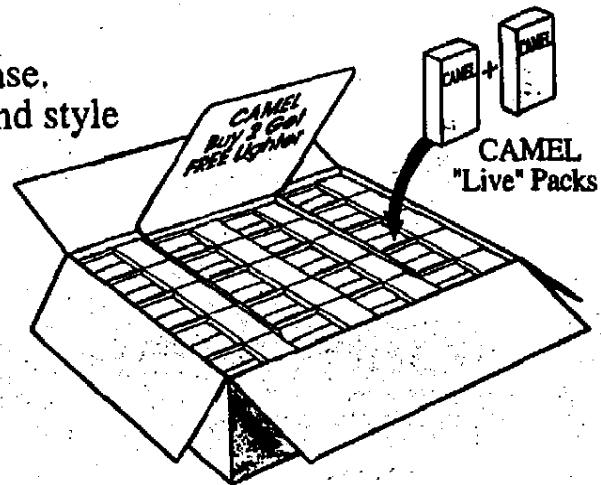
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## VALUE ADDED PROMOTIONS - 2ND QTR.'97

May CAMEL B2GF Lighter (Buffalo, Cinn., W-Salem, Florida, Dallas, N Calif., S. Calif., Seattle, Houston, Chicago, Minneapolis, Denver, St. Louis Regions)

### STEPS

1. Open CAMEL B2GF Lighter shipping case.
2. Add 2 "live" CAMEL packs of same brand style to each sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: #523154

Description: CAMEL May Lighter Display/POS Kit

Brand Style	CAMEL FILTER Box	CAMEL LIGHT Box					
Number of Cartons	2	2					

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BPEN55B2

## WORKPLAN VAP TEMPLATE LISTING

 PAGE: 2  
 DATE: 97-03-24  
 TIME: 04:34 PM

 WHOLESALER : 026040 MILHEM ATTEA & BROS., INC. <DIRECT>  
 TEMPLATE : 700033 70500.CAM MAY LTR  
 TEMPLATE SEQ : 0005  
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162601	162625	076920	DELAWARE VARIETY	569 DELAWARE AVE	BUFFALO	NY	14202	2				(716)882-5246
162601	162626	398853	MARIO'S	2304 PINE AVE	NIAGARA FALLS	NY	14301	2				(716)282-4391
162601	162625	647757	G&G PETROLEUM	1543 NIAGARA ST.	BUFFALO	NY	14213	1				(716)882-8334
162603	162623	397467	MERRY MART	6150 SENECA ST	SPRING BROOK	NY	14140	1		026040		(716)652-9587
162603	162629	764823	H. REESE MOBIL #08H1	3105 WILLIAM ST	CHEEKTONWAGA	NY	14227	1	NYS			(716)656-9186
162603	162625	396910	SUPERIOR FOOD KING	1084 CLINTON ST	BUFFALO	NY	14206	1	NYS			(716)853-9280
162603	162625	397178	HARRY'S DELI	275 ABBOTT RD	BUFFALO	NY	14220	2	NYS			(716)823-3036

PAGE BREAK TOTAL ACCOUNTS 7 TOTAL QUANTITY 10

TEMPLATE TOTAL ACCOUNTS 7 TOTAL QUANTITY 10

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GNCP10RN1610XX TEMPORARY PAYMENT DETAIL REPORT

04/30/97

ACCOUNT NUMBER: 026040                    M ATTEA & SONS INC  
VOUCHER NUMBER: 15352002                1509 CLINTON ST  
DATE WRITTEN: 04/30/97                    BUFFALO , NY 14206  
STATUS: PAID  
AMOUNT PAID: 28.00                        SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	1.00	28.00

EXPLANATION: CAMEL B2GF LIGHTER/#700033/CA

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